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2018

Sports Business Course Outline (Fall 2018)

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Tentative Course Outline:

Date	Content	Reading / Assignment Due
8/27	Introduction to Sport Business Economics 101	
9/3	LABOR DAY... NO CLASS	
9/10	Finance – Foundation	Chapter 2 in <i>Financial Strategy</i>
9/17	Finance – Ratios	Chapter 3 in <i>Financial Strategy</i>
9/24	Finance – Time Value of Money	Read: Chard & Spence Case
10/1	Budgeting Concept Quiz	Chapter 6 <i>Financial Strategy</i> Read: McEvoy & Gray Case Chard & Spence Case Study
10/8	Budgeting & Intercollegiate Athletics	McEvoy & Gray Case Study Feasibility Proposal & Group Assigned
10/15	Investing & Blockchain	Sanderson (2018)
10/22	Midterm Exam	
10/29	Non-Profit / Youth Sports <i>Guest Speaker:</i> Steve D'Adamo	Gregory (2017)
11/05	Capital and Facilities in Sport <i>Guest Speaker:</i> Hunter Leemon	Wolla (2017) Read: Dixon & Graham Case
11/12	Feasibility Proposal Workshop	Dixon & Graham Case Study Read: Chard Case
11/19	Professional & Olympic Sports	Chard Case Study
11/26	THANKSGIVING... NO CLASS	
12/03	Feasibility Proposal – Presentations	
12/10	Feasibility Proposal – Presentations	Feasibility Proposal Due



Materials

[Financial Strategy for Public Managers](#) by Sharon Kioko and Justin Marlowe is licensed under a [Creative Commons Attribution 4.0 International License](#), except where otherwise noted.

Case studies available through *Case Studies in Sport Management* (Journal).

Sanderson, Stephanie P. 2018. "Is Blockchain the Future?" <http://www.beesmont.bm/wp-content/uploads/2018/07/Is-Blockchain-the-Future-S.Sanderson-July-2018.pdf>

Gregory, Sean. "How Kids' Sports Became a \$15 Billion Industry." *Time*, 24 Aug. 2017. <https://time.com/magazine/us/4913681/september-4th-2017-vol-190-no-9-u-s/>

Wolla, Scott A. 2017. "The Economics of Subsidizing Sports Stadiums." *Page One Economics*. Federal Reserve Bank of St. Louis. <https://research.stlouisfed.org/publications/page1-econ/2017-05-01/the-economics-of-subsidizing-sports-stadiums/>